



Press release

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ISU signs new contract with House of Sports BV for ISU Speed Skating Events

The International Skating Union (ISU) has signed a four-year contract with House of Sports BV starting from season 2018/19 which will run until season 2021/22. The new cooperation will focus on the marketing of the ISU World Cup Speed Skating Series and ISU Speed Skating Championships with the objective to strengthen the partnership activations, increase fan engagement and generate new sponsorship revenues.

“The ISU is pleased to have reached an agreement with House of Sports for the marketing and advertising rights” commented ISU President Mr. Jan Dijkema. “We already have good experiences with House of Sports. The ISU World Allround Speed Skating Championships 2018 took place outdoors at the Olympic Stadium of Amsterdam, and they managed to fill the venue with more than 60,000 cheering supporters in total. We look forward to working with them during the new Olympic cycle”.

Patrick Wouters van den Oudenweijer, CEO House of Sports is also optimistic: ‘It is with great joy for us to expand our sports marketing activities in Speed Skating and to add new assets to our international portfolio. We look forward working with both the ISU and its Members in the coming years.’

About the International Skating Union

The International Skating Union (ISU), founded in 1892, is the oldest governing international winter sport federation and the exclusive international sport federation recognized by the International Olympic Committee (IOC) administering the sports of Figure Skating (Single & Pair Skating and Ice Dance), Synchronized Skating, Speed Skating and Short Track Speed Skating worldwide. The objectives of the ISU are to regulate, govern, promote and develop its sports on the basis of friendship and mutual understanding between athletes. Currently, three ISU disciplines are included in the Olympic Winter Games program (Figure Skating, Speed Skating and Short Track Speed Skating).

About House of Sports BV

The company was founded in February 2002. Being a full service sports marketing agency based in The Netherlands. With a team of 70 professionals in sports marketing House of Sports BV feels blessed to work in the inspirational environment of sports on a daily basis and works for brands, athletes, federations, clubs, leagues, events and other rights holders.

House of Sports has a track record in Speed Skating and has taken the initiative of creating the temporary ice rink ‘De Coolste Baan van Nederland’ at the Olympic Stadium of Amsterdam to organize and host the ISU World Allround Speed Skating Championships 2018.